



UNITED STATES DEPARTMENT OF ENERGY
UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C.



What's Up With ENERGY STAR®?

October 1998

The following is an overview of the progress of the ENERGY STAR promotion and awareness campaign. It is not intended to include all ENERGY STAR activities, but rather several key ones. EPA hopes this information will be of interest to ENERGY STAR Partners.

Public Service Announcement (PSA) Placements

- ⇒ The PSA has appeared on television:
 - On networks and cable broadcasters including CBS, NBC, VH-1, TNN, and the Discovery Channel.
 - With a total ad value of \$7 million.
- ⇒ The various print PSAs have run:
 - 20 times nationally
 - In national magazines and trade publications such as *Time*, *People*, *New York Magazine*, *Popular Science*, and *Men's Health*.
- ⇒ The transit PSA has been placed 1,361 times on buses at a value of more than \$330,000.

The "Computer" PSA has run 15 times, at a value of over \$208,958 and with 13,581,747 impressions.

ENERGY STAR Media Placements

- ⇒ Since July 1, 1997, ENERGY STAR has appeared in 958 print, radio, and television stories nationally. The placements have an estimated value of \$1,595,259 and a circulation of approximately 204,877,529. National publications that have run stories about ENERGY STAR products include *Good Housekeeping*, *Better Homes and Gardens*, *Consumer Reports*, and *The New York Times*. Articles featuring ENERGY STAR-compliant office equipment have appeared in *Computer Reseller News*, *Federal Computer Week*, and *Smart Computing*.

ENERGY STAR Appears on CNN...

- ⇒ Three CNN-TV programs, "In the Game," "Take It Personally," and "Earth Matters" aired exciting stories on ENERGY STAR. The programs included interviews with Steven Sylvan, Program Manager of the ENERGY STAR TVs and VCRs Program, and featured an array of ENERGY STAR products.

ENERGY STAR Takes Off...

- ⇒ In April, the ENERGY STAR Brand Awareness Campaign's broadcast PSA ran on all United Airlines' domestic and international in-flight video programmers. The placements valued approximately \$50,000 and made 2,800,000 impressions.

ENERGY STAR On-Line

Now, it's easier than ever to reach the ENERGY STAR Office Equipment Web site. Simply go to **Yahoo.com**, type in ENERGY STAR (or other key words that relate to energy efficiency), and click on the new ENERGY STAR Office Equipment Program Web site banner. The colorful banner, which features the ENERGY STAR logo, provides Web surfers with a direct link to the ENERGY STAR Office Equipment Web site.